

# PING if you care!

## A crowdsourcing citizens engagement campaign to make Brussels more cycle friendly

Project by



Campaign by



App Technology by





**Brussels invests to make cycling more comfortable and safer**



**PING if you care! offers a platform to actively engage in the improvement of the city**



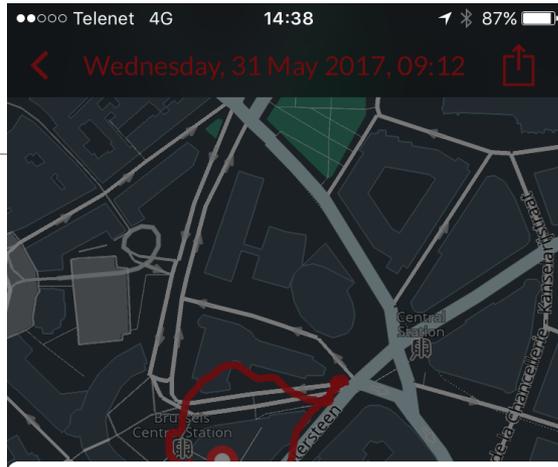
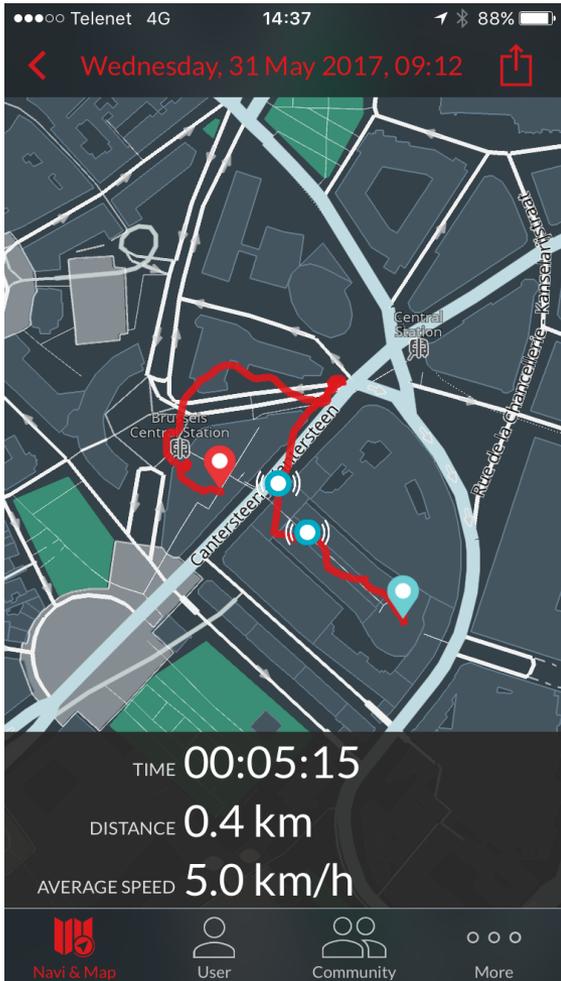
**A simple and user friendly solution to increase safe cycling and to make it more comfortable**



**The button that will change cities**



**PING if you care! helps to change cycling policy at the push of a button**

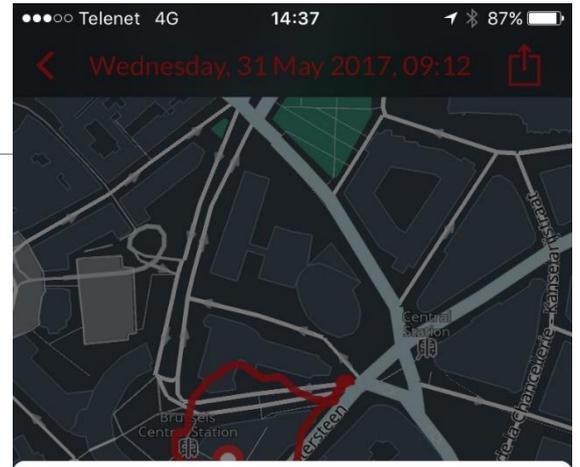


### Stress and emotions

- Dooring
- Feeling of social unsafety
- Confusion what / how to do
- Speed
- Road rage

Cancel

Save



### Road surface

- Humps
- Pavement
- Gravel/Dirt / glass / rubbish / plants
- Slippery
- Tram tracks

Cancel

Save



82 Tweestationsstraat  
Anderlecht, Brussels Hoofdstedelijk Gewest

Google, Inc.

Street View - sep. 2014



# Ping markers

view data recorded with Ping button

Exclude user duplicates

 Road surface

 Sight is blocked because of...

 Infrastructural design

 Traffic lights

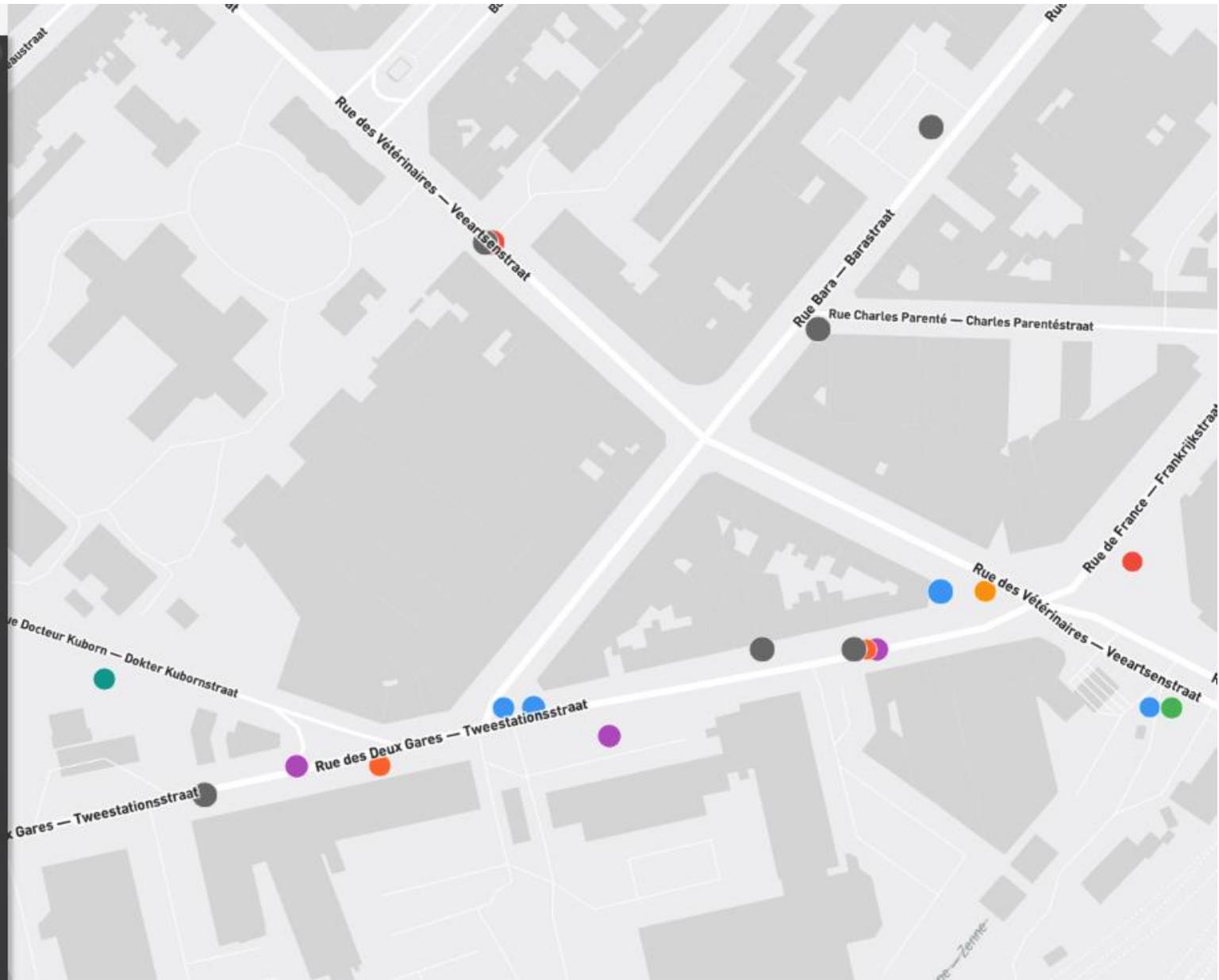
 Conflicts on crossings / waitings

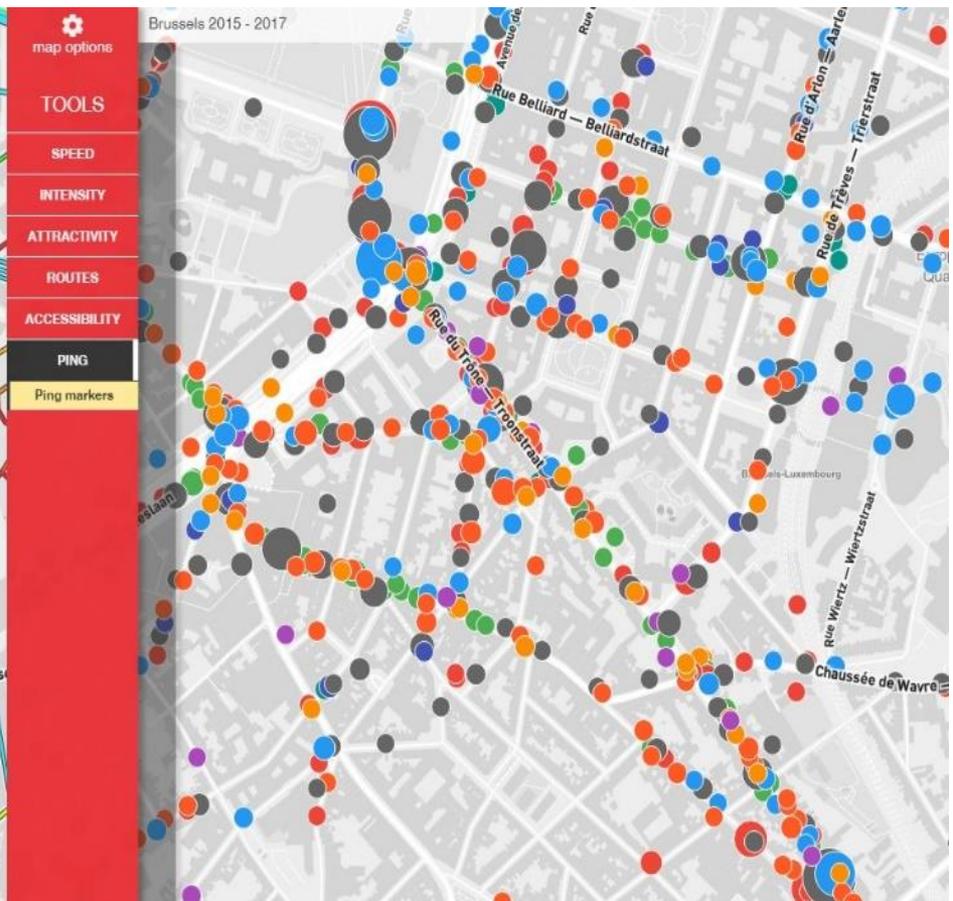
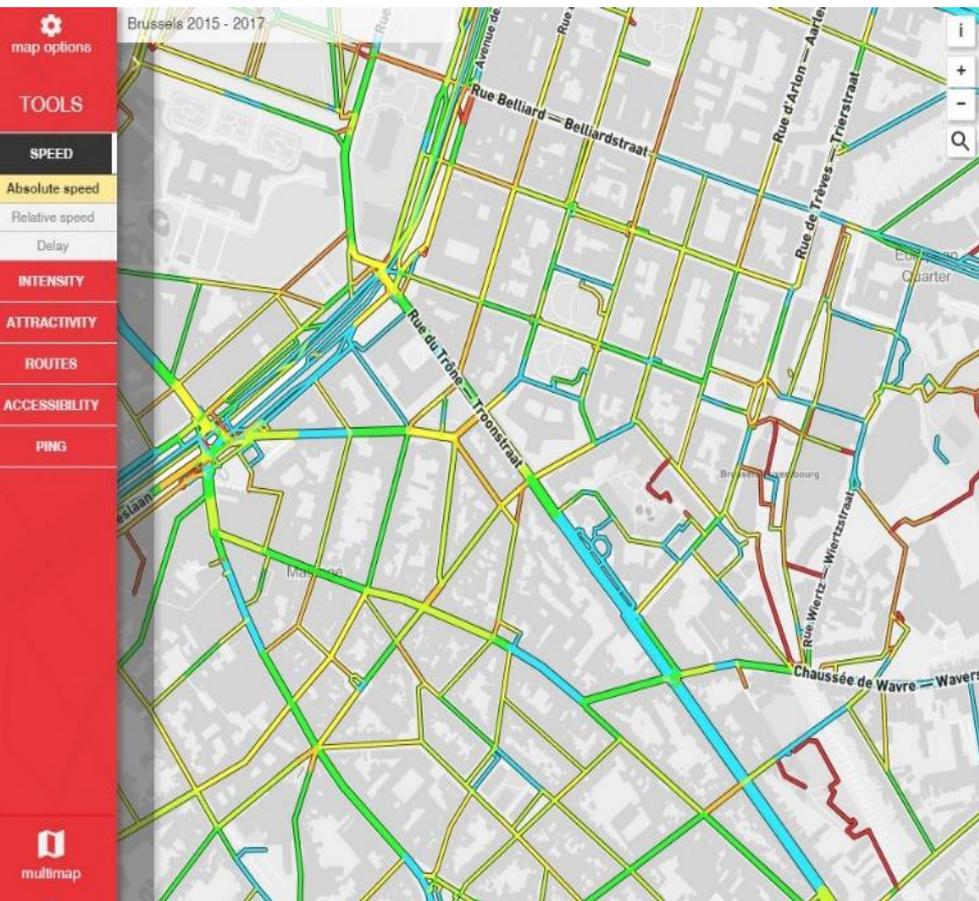
 Conflicts during ride on street

 Conflicts during ride on cycle path / lane

 Stress and emotions

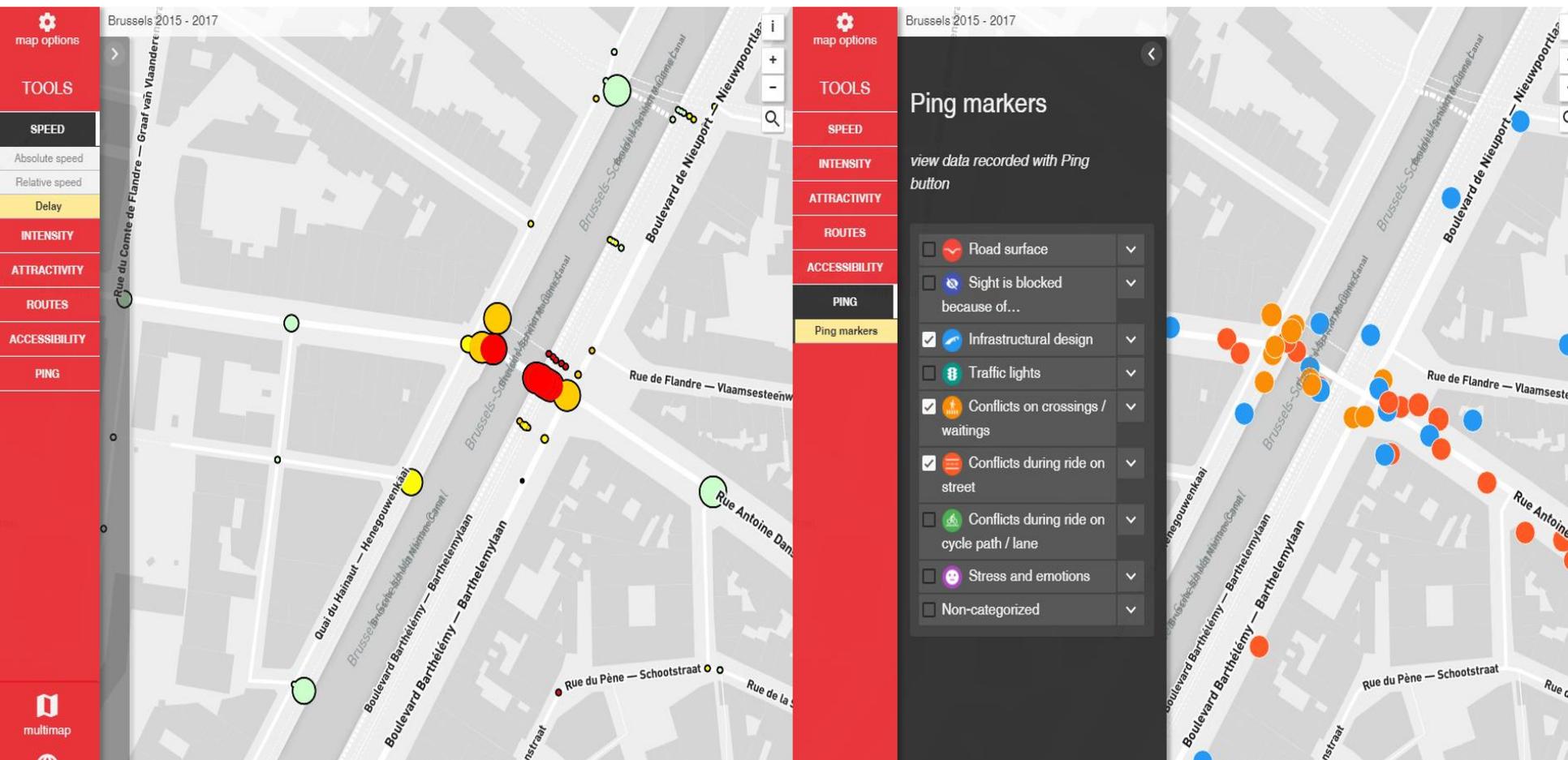
 Non-categorized





**BC Analytics tool provides a split screen to compare pings with tracking data**





**Data to support subjective feelings of long waiting times at crossings**





**A heatmap helps to visualise all tracks which were marked and commented on**



16271

Tracks



33847

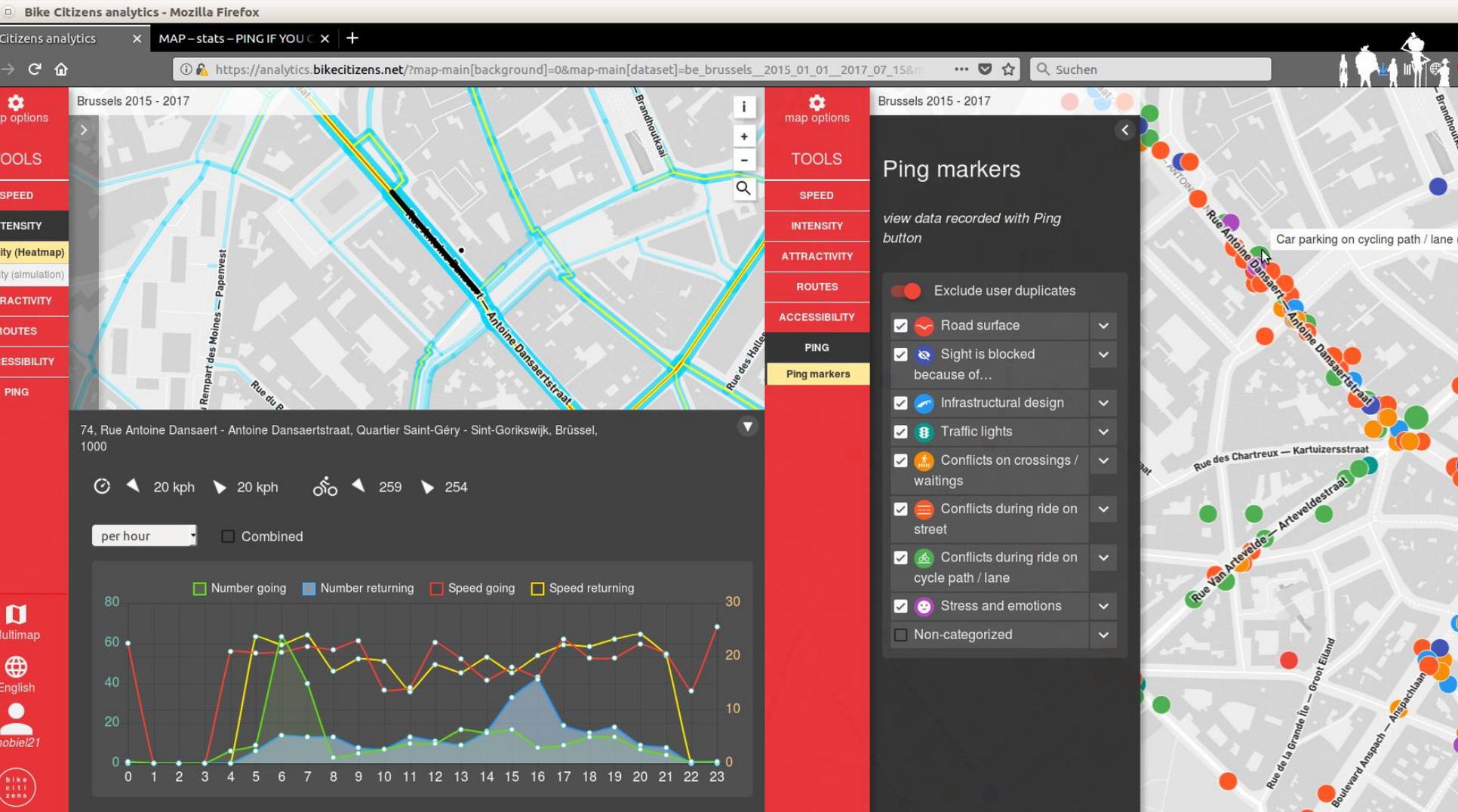
Pings received



19245

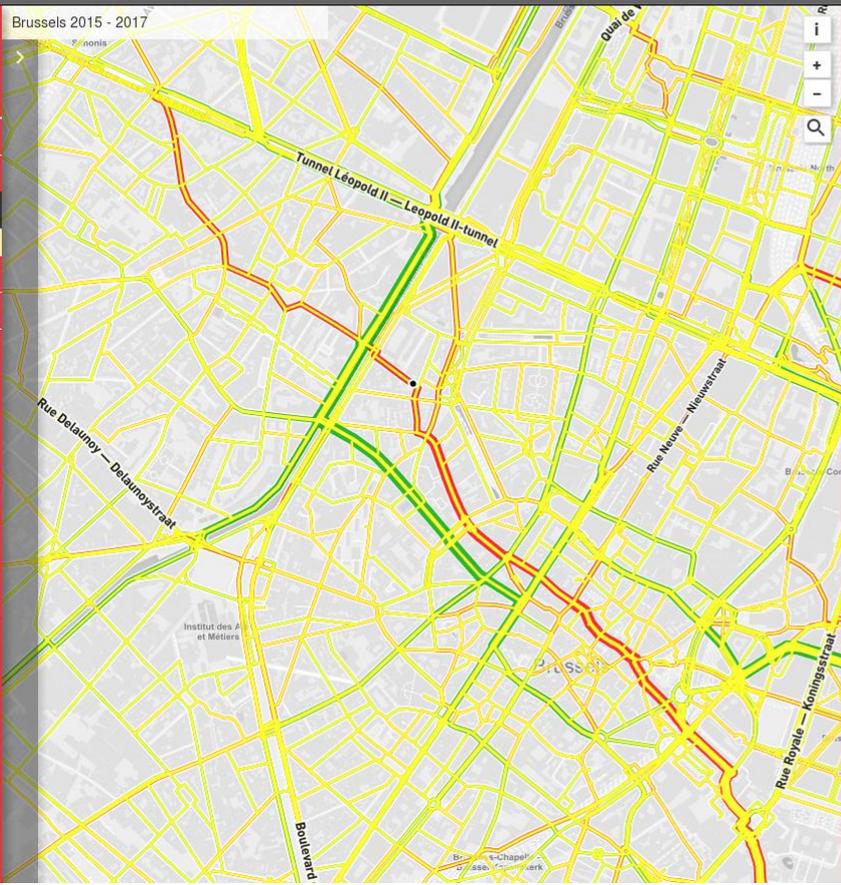
Commented Pings

**Citizens are highly motivated to participate in such a campaign**

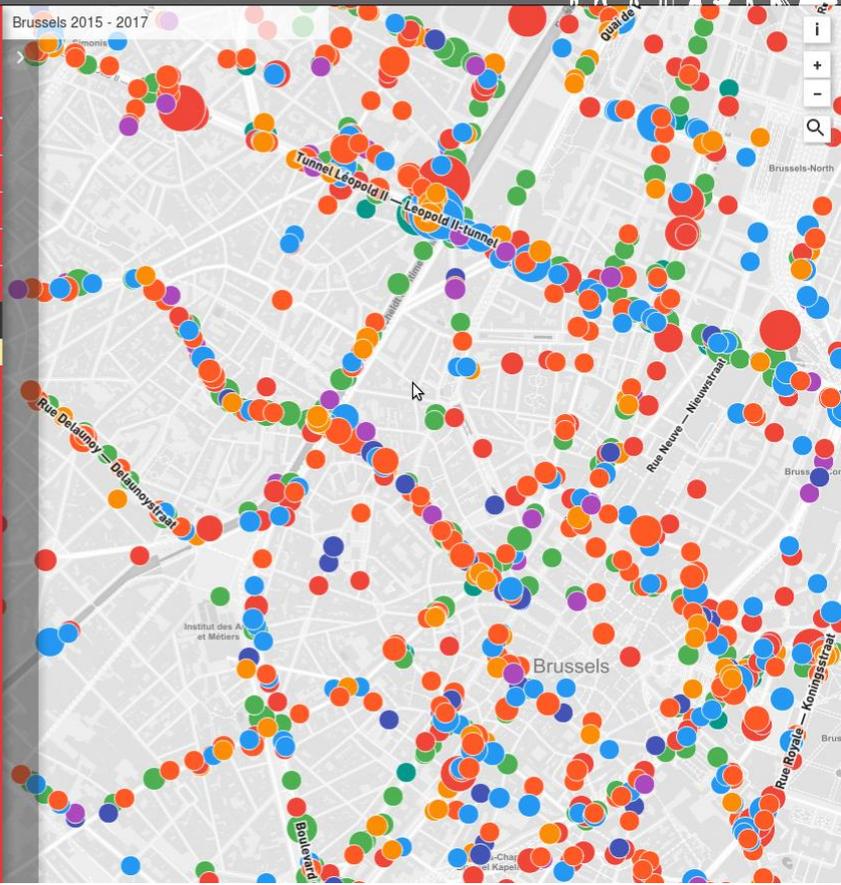


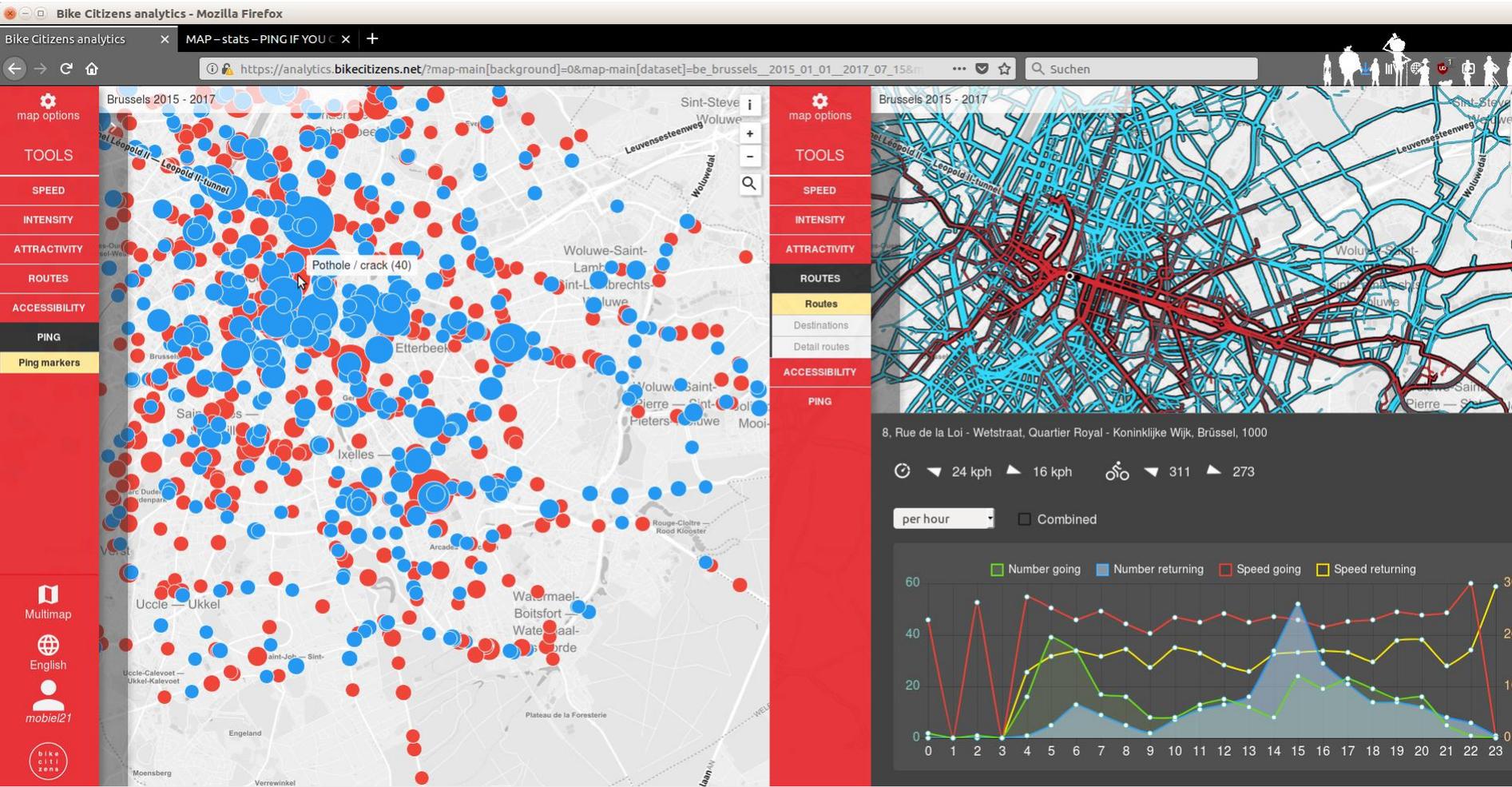
**One of the busiest roads for cycling**

- map options
- TOOLS
- SPEED
- INTENSITY
- ATTRACTIVITY
- Attractivity**
- ROUTES
- ACCESSIBILITY
- PING
- Multimap
- English
- mobile21
- bike citizens



- map options
- TOOLS
- SPEED
- INTENSITY
- ATTRACTIVITY
- ROUTES
- ACCESSIBILITY
- PING
- Ping markers**





# Citizens pinging infrastructural conflicts





**Every PING is important**

# Want more information?

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Just give us a ping  
[Ping@mobiel21.be](mailto:Ping@mobiel21.be)

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